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June 23, 2011

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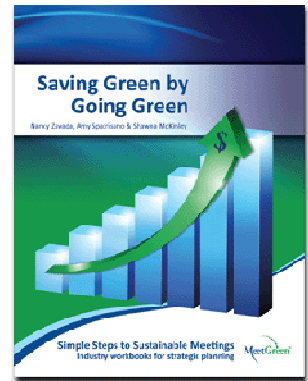
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MeetGreen® Substantiates the Claim You'll Be *Saving Green* by *Going Green* in Their Latest Book

PORTLAND, OREGON—*Saving Green by Going Green* focuses on the business case for green meetings and then digs into the step by step process to put a sustainability framework into action.

The term “green meetings” is a common one to most event planners these days. Even if they don’t actually implement green practices, they’ve heard about it, along with it the misconception that they cost more to produce. Most books, seminars and webinars on the topic focus on the “why” of sustainable events and then a few go into the basic “how”. Very few have dug deeply into the structure of how to effectively implement a sustainable workflow and framework, in a cost effective way, that takes the meeting planner from the initial planning and contract phase through project completion, tracking and reporting on the outcome.



The authors Nancy Zavada, Amy Spatrisano and Shawna McKinley have spent years fine-tuning the processes necessary to create sustainable, cost effective meetings that go beyond the “doing the right thing” stance. They get to the heart of how to save time, money **and** keep in line with sustainability practices throughout the event planning process. The book includes forms, checklists and vendor requests to assist planners in making and measuring sustainable choices while simultaneously cutting costs.

“We were inspired to write and publish this book when we saw many organizations who were interested in engaging in green practices hesitate or stop all together because they believed it would end up costing more,” states author Amy Spatrisano. “In essence, they were saying ‘we’re going to work on being sustainable when we can afford it.’ Our intention is for this book to prove that in many cases sustainable practices actually **save** you money. Now is exactly the time to be incorporating green practices, because green practices are smart business practices.”

Saving Green by Going Green will be released in July and will be available on the company’s website <http://www.meetgreen.com>.

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For more information regarding MeetGreen®, please call +1 503.252.5458 . or visit us online.

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About the Authors

Nancy Zavada, Amy Spatrisano and Shawna McKinley have spent many years leading the charge for sustainable meeting management, long before the concept was mainstream. They were continuously heard the claim that “green costs more” as a reason for non engagement. When they began making the economic case for responsible meetings, organizations listened. Money talks. The journey has led them to participate on national and international committees, task forces and working groups, give numerous speeches and webinars in an effort to encourage and guide the meetings industry toward sustainable practices. They created and launched the Green Meeting Industry Council (GMIC), the first meetings organization in the US dedicated to green meetings. They continue to create sustainable events for clients and provide training for individual organizations and the meetings industry at large on environmental policy and procedure. All three have been recognized with titles, awards and in magazines for their tireless efforts in sustainability. They are true thought leaders and continue to learn, teach and grow along with the ever changing playing field that is meeting planning and sustainable environmental stewardship.

About MeetGreen®

MeetGreen® spent the past 15 years gathering, tracking, contributing to, improving upon and participating in sustainable meeting practices. MeetGreen® (formerly known as Meeting Strategies Worldwide) works with progressive global organizations to integrate sustainable practices and produce conferences and events which deliver targeted business results.

For more information about the book, the authors or MeetGreen®, please visit www.meetgreen.com or contact us at: info@meetgreen.com or 503-252-5458.

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